FOR MYSORE STATE

Scott. II–27—40,006—27–10–48.

Public. Gen. (1948) Department.

MS SERIES.

P-7/E

G.O. No. 3047

Dated 6. 12. 48

[Despatch Abstract.]

Administration Report - Presidency 1945-46 Parts I & II - Publication in various languages Papers Recorded.

GOVERNMENT OF MADRAS
Public (Information and Publicity) Department.

The summary of the proceedings of the inaugural meeting of the Publicity Advisory Committee constituted by the Government in G.O.No.Ms. 3231, dated 31st October 1947, may be perused. The file may be circulated to Hon'ble Minister (Public Works) for perusal of the summary, before circulation to the concerned departments for action with regard to matters referred to at A,B and C on page 3 and 4 thereof.

C.V.H.
27-11-47.

K.R.M.
28-11-47.

H.M.(P.W)
M.B.
28-11-47

C.V.H.
29-11-47.

A copy of Hon'ble Minster's inaugural speech may be sent to all members of the committee for information. A copy of the summary of the proceedings may be sent to the departments concerned for further action. They may be requested to communicate to this department the final orders passed on the recommendations of the committee with which they are concerned.

C.V.H.
3-12-47.

Forwarded /By order.

To Public (General B)
To Public (Service B)
To Revenue Department.

Sd. Superintendent.

GOVERNMENT OF MADRAS
PUBLIC (INFORMATION AND PUBLICITY) DEPARTMENT.

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SUMMARY OF THE PROCEEDINGS OF THE MEETING OF THE PUBLICITY ADVISORY COMMITTEE HELD ON 25-11-1947.

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A meeting of the Publicity Advisory Committee was held on 25th November 1947, at 4 p.m. in the Committee Room in the Secretariat, with the Hon'ble Minister for Public Works and Information in the Chair. The following members were present:-

1. Sri C.V.Hanumantha Rao, Director of Information and Publicity.(Secretary)
2. Begum sultan Mir Amiruddin, M.L.A.,
3. Sri K. Subramanyam, B.A.,B.L.,
4. Srimathi Savitri Rajan.
5. Sri K. Subramanyam, (Coimbatore) M.L.A.,
6. Sri M.Satyanarayana.
7. Sri Kallur Subba Rao, M.L.A.,
8. Sri G.T.Sastri, Station Director, A.I.R.,
9. Sri A.N.Sivaraman, Editor,'Dinamani'

Cont.

After the opening address of the Chairman, (copy placed below) a general discussion took place on item 2 of the agenda, viz., Language used in A.I.R. broadcasts. Station Director, A.I.R. raised the point that local dialectical variations should be given a place in the broadcast talks in the Rural programmes. The language used in one area differed from place to place in the same area, the Tamil used in Coimbatore differing from the Tamil used in Tinnevelly, for example. Similarly in respect of Telugu and Malayalam also.

The question whether an Advisory Council was required to advise A.I.R. with ragard to the use of a particular variety of language in rural braodcasts was also raised by him. It was agreed that the language used by the newspapers may be taken as more or less the standard one for the purpose of A.I.R. broadcasts also.

The Director of Information and Publicity pointed out that so far as the Government were concerned, they came into contact with A.I.R. at two points. One is the general publicity talks. arranged for by the Department and the second is the rural programmes. At the moment nothing is being done about rural programmes by the Government, except to this extent that the talks in which the various departments of the Government are interested in are being co ordinated and the list sent to the A.I.R. A scheme is now under consideration to take over the rural programmes under the Information and Publicity Department . When A.I.R. quthorities raised the point about the constitution of an Advisory Board 3 or 4 months back to advise them about the language used in the rural talks, they were ~~inf~~ informed that it was not necessary, since we already have a Committee known as the Conference of the Heads of Nation Building Departments.

The Hon'ble Minister observed at this stage that an Advisory Committee to advise on general matters may be set up. Mr. Satyanarayana stressed the need for such a Committee, He said that difficulty arose not only in the matter of words and vocabulary but also in regard to the selection of persons for the talks. He seemed to hear always the same type of accent while listening to the rural talks. The moment he turned, he said, he could hear somebody speaking with Godavari accent and very rarely anyone taling with K a Kurnool or Cuddapah accent. It was quite likely that people were selected from various districts, but the impression he formed was as above. He added that he had been working for standardisation of the languages and he felt that there was a good deal of repetitions of the same ideas. He wanted that speakers should be selected Keeping in view the need to provide for variations in dialects, as that it would proved a relief to listners. In the rural programmes, he said, he heard departmental talks. But very little time was devoted to subjects connected with education and other matters bearin on social and public life. It is only when such programme were introduced that the people would realise their responsibility to the Government. An Advisory Committee will be quite useful in this respect.

Item No. 3 : Need for Publicity for anti-corrupti measures through A.I.R. broadcasts was generally accepted. Views were expressed that greater publicity could be giver through the radio for action taken by the Government in corruption cases like black-marketing etc., Cont.

It was also thought desirable that the names of these Government servants found guilty of corruption and dismissed from service as apart from those who were awarded some other punishment, should be publicised to provide a deterrant to others. The Hon'ble Minister said that the suggestion should be examined by theDepartment.

Item No. 4 :- Information Films. In view of the revival of the Information Films and Indian News Parade, it was pointedout by Mr. Subramanyam that the Government could arrange with the Govennment of India for the purchase and distribution of the above films. Films on about 200 subjects were available at present of which 40 per cent were on South Indian subjects. Propaganda and publicity work could be done more effectively through the films. Government should make the exhibition of information and educative films compulsory in all the theatres in the Presidency. The Government could also Co-operate with the Government of India in the matter of production of such films and give them the necessary materials and assistance in the matter of production of information films of interest to thi Government and to this Province.

The Director of Information stated that so far as educational films were concerned, the Education Department was doing something in that direction already. They have secured a number of film shorts produced bythe United States and British Information Services and had circulated among schod -managements in the Province, which have got the necessary equipment, to screen such films for the benefit of the boys by charging certain fees for it. He also explained the steps that have been taken so far by the Information Department about film publicity and referred to appointment of a Sub-Committee of the Conference of Heads of Nation Building Departments, which is now a body co-ordinating departmental publicity, to formulate a scheme for publicity through motion pictures. It was decided that Mr. Subramanyam of theS.I.Film Chambers, who is also a member of the Committee, may send his suggestions to the Director for incorporation in the draft scheme prepared by the Sub-Committee. The Director of Information pointed ou that the question of compelling cinemas to exhibit educational or information shorts up to a prescribed length was under consideration by the Government in the Home Department

Item 6:- About the indirect method of propagand about Government's policies and achievements through the radio dramas and programmes, it was suggested that dramas could be arranged through the radio and other means in rega to certain polities of the Government such as Prohibition, Anti-corruptionetc., It was also suggested that school children and other youngsters in the villages might be induced to enac such dramas for the benefit of the ~~pupils~~ public and that prizes might be given for the best performance. It was agreed that this would create great enthusiasm among the public.

Item 7:- Centralisation of all Government publicity through the Government's publicity Department and the method of achievin it was discussed. It was suggested that a scheme should be put up. The director of Informatio gave the Committee an idea of technical staff employed in the Departmeit and their functions.

In this connection it was pointed out by the Dir ton of Information and Publicity, that already all the pres notes, press communiques, press releases and unofficial not of all the departments were released through the Informatio and Publicity Department. In some cases the department pre prepared the press notes etc., and issued them after circulation ~~to-eh-~~ to the concerned Secretaries and

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and Ministers. The Director also informed the Committee that arrangements have been made to have the press notes and communiques issued in the regional languages for the benefit of the regional language newspapers.

There was unanimous approval of the suggestion made by Mr. Satyanarayana and Mr. Sivaraman, that wide publicity should be given to the working of the Governments Machinery and that as a first step the Madras Administration Report published every year in English should be published in Telugu and Tamil also with the addition of necessary illustrations and charts. Hon'ble Minister stated that as work increased in the Department necessary saff will be provided.

Lastly, it was decided that another meeting of the Committee may be arranged for in the second or the third week of December, 1947 (on or about the 15th December 1947) with this the meeting terminated.

C.V.Hanumantha Rao,

Director of Information and Publicity.

Public (Gen.B) Department.

Page 1-6 ante, submitted for perusal. This Department is concerned with 'c' on page 6 ante.

It may be pointed out that in addition to the English publication of the Madras Presidency Administration Report, Part I of the Report is also being published in Tamil and Telugu, without any illustrations and charts. It does not seem necessary to introduce illustrations and charts in the Tamil and Telugu editions of Part I of the Administration Report as it is only an out line of the General administration of this Government.

Public (I&P) may be informed accordingly.

Sd.....
9-12-47.

There will not be any statistics in Part I which gives only a general summary under various branches . In the absence of statistics there is no purpose in introducing graphs and charts.

Sd xx xx xx
16-12-47.

As regards 'c' on page 6 c.f. the report may be published in Malayalam, and Kanarese also.

Sd xx xx xx
18-12-47.

Public (Gen.B) Department.

A draft u.o.note Public (I&P) Department is submitted for approval . As regards 'A' on 7 ante, it is submitted that it will be too late to take up the publication in Malayalam and Kanarese of Part I of Administration Report for the period 1945-46. For orders whether the question of publication of the report in Malayalam and Kanarese may be taken up from the current year onwards.

Cont.

Part I deals with the calander year. Decision regarding Tamil, and Telugu was taken only in November 1947. It can not be too late for the other two languages.

Sd/ xx xx xx xx
22-12-47.

U.S:s Remarks above.

Submitted that question of printings Tamil and Telugu editions was taken up as early as August 1947 However with reference to U.S's orders above, a draft memo to Superintendent , Government Press and Senior Translator to Government is submitted for approval.

Sd. xx xx xx xx xx
23-12-47.

Only Part I is now going to be published in the four languages . There is no reason why Part II also should not be so published. This will make the detailed report very much more asee accessible to the people of the province. For orders whether Part II also may be published in the four languages.

Extracts sent to Public (Elections)
Sd.....
-1-48.

The Hand book of Information on the Administration of the Province may also be published likewise.

Sd xx xx xx xx
5-1-48.

(Issued as U.O note NO. 2656/47- 2 to Public(I&P) Department dated 6-1-48.
(Issued as Memo No.:2656/47-3 to SUperintendent , Govenment Press and Senior Translator to Government) dated 6-1-48.

With reference to the orders at 'A' above, a draft memo to the Superintendent, Government Press and Senior Translator to Government is submitted for approval.

Sd xx xx
9-1-48.

Public (Gen.B) Department

Pleas see the proceedings of the Publicity Advisory Committee at page 1-6 ante and the orders of Hon'ble Minister (Public Works) at 'A' on page 1 ante. The decision of publishing the Malayalam and Kanarese translations of the Madras Administration Report, at page 8-9 ante may also be perused. The papers may now be recorded in a G.O. after perusal by Education and Public Health and Finance.

Sd/ xx xx xx xx
23-11-48.

Mat-e May be perused and passed on to Finance U.O.

Sd/ xx xx xx
30-11-48.

Finance (Accounts B) Department

It is proposed to publish the Administration Report of the Province in the four principal languages*of the province besides English and sell them to the Public as priced publications. The memoranda on page 9 and 11 c.f.giving effect to these proposals

Cont.

may be perused and the case returned to Public (General)

Sd.....
3-12-48.

Public (General B) Department.

The notes of Education and Public Health and Finance at page 10-11 above may be perused. The papers may now be recorded in a G.O. for future guidance.

Sd.....
6.12.48.

G.O.Ms.No. 3047 dated 6-12-48.

Administration Rpor Report - Presidency 1945-46 - Parts I & II - Publication in various languages - Papers Recorded.

Public (General -B) Department

Administration Report - Presidency - 1946-47 Part I and II Publication in Tamil, Telugu, Malayalam, ~~XXXXXXXXXXXXX~~and Kannada:-

ThePresidency Administration Report for 1946-47 is now ready. The question of publishing the Report in Tamil, Telugu, Malayalam and Kannada will have to be taken up for consideration. Please see in this connection the reports of the Senior Translator to Government at page 20 and 23-25 c.f. in L/F and page 19-24 c.f. in L/F II. The Publication of the Report for 1945-46 in Tamil, Telugu, Malayalam and Kannada is not yet ready. In the above circumstances, it does not seem necessary to publish the Report for 1946-47 in the various languages.

For orders.

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19-11-48.

Sd.....
18-11-48.

With Reference to the oral orders of U.S. and following the precedent, a draft Memo to the Senior Translator to Government and Superintendent Government Press for Publication of the Tamil, Telugu, Malayalam and Kannada editions of Part I and II of the Presidency Administration Report 1946-47 is submitted for approval. Education and Public Health and Finance may see before issue.

Sd.....
23-11-48.

With reference to U.S's oral orders, this may ~~be~~ lie over till the publiction of 1945-46 report in various languages is over.

Sd.....
25-11-48.

The publication of the 1945 -46 report in the Various languages of the Province is not yet over. A special staff of four Assistant Translators(one in each language) has been sanctioned to translate the report for the year 1947-48 and the translation is expected to be finished within three months. In all the translated publications may be

Cont.

expected to be out within four months. In the circumstances, it does not seem desirable to translate and publish the report for the year 1946-47 as it will have become stale by the time it is got ready for publication.

For orders.

I agree.

Sd.....
7-1-49.

Public (General-B) Department.

Memo No. Dated .

Books and Publications - Madras Presidency Administration Reports - 1946-47 - Part I and II - Tamil Telugu, Malayalam and Kannada editions - Publication of:-

It is proposed to translate parts I and II of the Madras Presidency Administration Report 1946-47 which has been released recently(viz. "Madras Administration Report 1946-47 and Madras in 1947) into Tamil, Telugu, Malayalam and Kannada and publish the translations for sale to the Public as was done last year. The Superintendent Government Press Madras, is therefore requested to furnish four copies in each of Part I and II of the said Report to the Senior Translating [to go to for the purpose of translating] the report into Tamil, Telugu, Malayalam and Kannada. The necessary proofs for the four translations should be furnished to the Senior Translator to Government for comparing and return to the press for striking off final copies . The Superintendent Government Press is requested to print 2000 copies in Tamil, 1000 copies in Telugu 1000 copies in Malayalam and 500 copies in Kannada of Part I and 500, 500 and 100 and 100 copies of Part II in respective languages. The sale price of the four publications should be fixed by the Superintendent Government Press and intimated to Government in due course.

The Senior Translator to Government is requested to give preference to the above work and to give an appropriate title for the cover of the four books . the proofs should be got examined and checked by the respective Translators.

Sd.....
23-11-48.

To
The Superintendent, Government Press.
The Senior Translator to Government of Madras.

/True copy/

Superintendent,
Madras Record Office.

NG.16.

16/7.